

1918

Formal Spring Opening

Three eventful days throughout the Store

Thursday, Friday and Saturday, March 14-15-16

Millinery

In the great numbers, the variety, exclusiveness and artistic elegance of the hats assembled for this very important event far outclasses any of our previous similar displays. The prestige of this section as a style source of unequalled importance will be almost immeasurably increased by this exhibit. Come in and see this beautiful array of Spring and Easter hats.

—3rd Floor

Dress Goods

This season there is more art and beauty combined in the new fabrics than for many years, and we believe our exhibit must be given first place in the tricity.

The following silks will be quite popular this season: Foulards, gingham plaids, taffetas, messahines, crepe de chine, crepe meteors, georgette crepes, sport tussahs, silk jerseys and silk poplins.

Heavier dress materials are serges, gabardines, velours, black and white plaids and checks, fancy plaids, broadcloths, wool challies and batiste. Priced very reasonable in our dress goods department.

—1st Floor

Free Lessons

by Mrs. Ella Gifford
in the Art of Knitting
every morning—Gift shop, 2nd floor



Gloves

The glove department is prepared for this event with the season's newest dress gloves, fashioned to insure extreme service.

Fine French kid gloves, black, white, brown, tans, navy, greys and light pastel shades will strike the popular note this Spring. These gloves are imported in plain and contrast effects. Prices range from \$2 to \$3.

See our large assortment of washable kids in a great range of colors and styles. Priced from \$2 to \$3.

The famous Kayser and Fowns silk gloves will also be found here.

—Main Floor

Handbags and Purses

We are featuring the patriotic shopping bags in all sizes; colors are black, grey and khaki. Priced \$1.98 to \$5.50.

The purses are nifty this season, being topped and back strapped, being made of Morocco, pin seal and new pig skin leathers.

—Main Floor

Special Luncheons

—Dining Room, Basement

Revelations in Spring Fashions

Distinctive Paris and American
Interpretations of the new Spring Modes

Easter Suits

Triguess, trimness, slenderized contours mark the models in the frill guimped Eton, the waistcoated Bolero, the surplined Zouave Jaquette. And the longer coat suits have the well groomed manner and tailoring finesse of the man-type sack coat, gracefully conforming to the lines of the figure and establishing a smart silhouette. \$25 to \$85
—3rd Floor

Frocks and Gowns

Day Frocks that are distinctly new and original. Afternoon gowns take form in distinguished models featuring the Eton—new tunic effects, simple designs, manipulated with originality. Georgettes, chiffons and light materials for afternoon wear of the most chaste and refined simplicity. \$15 to \$65
—3rd Floor

Street and Travel Coats in Easter Array

Showing entirely new style features. Coats made of such fashionable fabrics as wool tricotine, covert cloth, suede velour, crepe Bolivia, Duveltyne, silver velour, knit back Polo cloth in new shades of tan, army brown, Pekin, kangaroo and darker colors. \$17.50 to \$85.00

Easter Blouses

New spring models delineating the newest blouse fashions in georgette, svelte satin, crepe meteor and soft Baronet silks. \$3.95 to \$17.50
Silk crepe de chine and washable satin camisoles, flesh and white, prettily trimmed with val and shadow laces, rosebuds and ribbon, add a touch of refinement to lady's blouse. —3rd Floor

Smart Skirts Featuring the New

The spring skirts are decidedly chic—developed as they are in the season's sport cloths, checks, plaids and stripes. The models are of soft silks in wonderful oriental effects and gingham patterns. Baronet satin is a favorite. \$15.00 to \$29.75
—3rd Floor

Neckwear

Spring's latest creations in women's new neckwear can be seen here tomorrow. We are now ready for your inspection with a complete assortment of the latest ideas in neckwear, tailored vests for those new suits, satin rolls, pique collars and cuffs, also a large line of crepe and organdies await your approval. —Main Floor

Little Folks Shop

Do not forget the little tots for Easter; they will need new clothes as well as you. We are satisfied that here you can find anything you want for the youngster up to three years of age. We have a neat assortment of lingerie hats and bonnets, beautifully trimmed in ribbons and laces. 59c and up.
Featuring a new line of sweaters, in rose, seafoam and coral in all the new combination trimmings. Priced \$3.50 and up. —Little Folks Shop, 3rd Floor

Corsets

We are showing a full line of spring's authoritative front lace, La Greque, Red Fern, Nemo and Warner's Rustproof corsets. You will see these in our corset department. —3rd Floor

Handsome Easter Footwear

In high and low effects. We have a wonderful variety of colors and dainty patterns on charming lasts. The popular colors this season are neutral and pearl greys and golden and chocolate browns. You will find them and all other colors and patterns in our shoe department. \$5 to \$15
Priced from —Shoes—2nd Floor

Women's Hosiery

The Hosiery department has a wonderful display of new Spring hose. The popular colors this season are browns, champagne, Alexander grey, Battleship grey, regimental grey, Pearl and silver grey. Novelty hose will also be a decided favorite this season with the embroidered lace clocking. Come in and see the largest showing of fancy hosiery. —Main Floor

Draperies, Rugs, Furniture and Lamps

Never before in the history of the tri-cities has there been shown such a variety of high class drapery and decorative novelties to beautify the home.

Our large work room is under the supervision of an expert and the operators are artists in their lines. We make all shapes and sizes in fine shades for the boudoir stand or floor lamps.

The new line of drapery fabrics from cretonnes to silk velours is one fully as complete as shown anywhere in Chicago.

Floor coverings? Yes, all we need to say is that White-tails are our leaders and the patterns were never prettier. —4th Floor

Wall Paper

Impressions of your home depend upon the decoration of your walls. You will find here the wall paper that will make your home distinctive and indicative of good taste and refinement.

We will be pleased to offer suggestions and make estimates on any work you may have to do. —2nd Floor

J. H. C. PETERSEN'S SONS CO.

Davenport, Iowa. Second and Main Streets.

ALL THE NEWS ALL THE TIME--THE ARGUS